R J Reynolds
Tobacco Company

L. T. Wolfe #1240
Account Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076
Voice Mail 800-757-8255, Ext.48795

August 26, 1996

P&A Coordinators: 1210, 1310, 1610

Distribution: All Sales Reps With "Focus" Displays
1221 / 01, 02, 04, 05, 06 **1226** / 04, 09 **1330** / 01, 08 **1636** / 01

Re: **Compliance of "Focus" Displays and Adverttising**

Ladies and Gentlemen:

As you know Middlesex Tobacco has established an accrual program to maximize sales of "Focus" in retail stores carrying this Forsyth brand. Any store carrying "Focus" that maintains a "Focus" display and "Focus" advertising receives 50¢ per carton monthly accrual from Middlesex Tobacco.

Your assistance is needed to determine if displays and advertising are up in the stores on the attached list. Please note on the list if:

1. Store has a "Focus" display

2. Store has any "Focus" advertising

Please complete and return to me no as soon as possible, but no later than September 13th. Your help is appreciated.

Sincerely,

Lanny

Lanny T. Wolfe

Attachments

Sales		Retail	
1221	1, 2, 4, 5, 6	1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226	4, 9	PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/ffhy0000